

Rep Order# 6851367 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 106510  
EC'd Yes

Last Received: 09/11/2012 11:33 AM  
Printed: 09/12/2012 10:43 AM

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Showing Buylines: All Lines

Agency	( ) SHORR,JOHNSON,MAGNUS	Rep Firm	PHILADELPHIA									
Advertiser	( ) BERKLEY FOR SENATE	Sales Office	( ) PHILADELPHIA									
Product	30S	Salesperson	( ) AMY MCCREARY									
Estimate#		Agency C/P1/P2/E	//30S									
Buyer	MICHAEL DIETTORRE	Flight Dates	09/12/2012 - 09/17/2012									
Phone#		Hiatus Weeks										
Fax#		Salesperson Phone#	215-568-6540									
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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11	W-F	12P-1230P		Buyline Comment: NEWS	:30	\$275.00	09/12-09/14	3	1	3	\$825.00	
12	M	12P-1230P		Buyline Comment: NEWS	:30	\$275.00	09/17-09/17	1	1	1	\$275.00	
13	W-F	1230P-1P		Buyline Comment: NEWS	:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
14	M	1230P-1P		Buyline Comment: NEWS	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
15	W-F	11A-12P		Buyline Comment: RACHEL RAY	:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
16	M	11A-12P		Buyline Comment: RACHEL RAY	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
17	W-F	10A-11A		Buyline Comment: TODAY SHOW III	:30	\$200.00	09/12-09/14	3	1	3	\$600.00	
18	M	10A-11A		Buyline Comment: TODAY SHOW III	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
19	W-F	3P-4P		Buyline Comment: DR. PHIL	:30	\$300.00	09/12-09/14	6	1	6	\$1,800.00	
20	M	3P-4P		Buyline Comment: DR. PHIL	:30	\$300.00	09/17-09/17	2	1	2	\$600.00	
21	SU	8P-930P		Buyline Comment: NEWS	:30	\$900.00	09/16-09/16	2	1	2	\$1,800.00	



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Station	KSNN-TV LAS VEGAS, NV.			Traffic Order# 106510		
Advertiser	() BERKLEY FOR SENATE			Last Received: 09/11/2012 11:33 AM		
Product	BERKLEY FOR SENATE			Printed: 09/12/2012 10:43 AM		
Estimate#	30S					
Buyer	MICHAEL DETTORRE					
Phone#						
Fax#						
LT	Ln	Day	Time	Program	Len	Rate
---	---	---	---	---	---	---
---	33	M	630P-730P	Buyline Comment: JEGOPARDY/WHEEL	:30	\$725.00
34	SU		930P-10P	Buyline Comment: JEGOPARDY	:30	\$500.00
35	W-F		1230A-130A	Buyline Comment: FALCON	:30	\$100.00
36	M		1230A-	Buyline Comment: FALCON	:30	\$100.00
37	W-F		1135P-1235A	Buyline Comment: TONIGHT SHOW	:30	\$250.00
38	M		1135P-1235A	Buyline Comment: TONIGHT SHOW	:30	\$250.00
39	W-F		11P-1135P	Buyline Comment: NEWS	:30	\$750.00
40	M		11P-1135P	Buyline Comment: NEWS	:30	\$750.00
41	SA-SU		11P-1135P	Buyline Comment: NEWS	:30	\$750.00
42	SU		6A-7A	Buyline Comment: NEWS	:30	\$185.00
43	SU		7A-8A	Buyline Comment: SUN TODAY	:30	\$325.00



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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) BERKLEY FOR SENATE

Product BERKLEY FOR SENATE

Estimate# 30S

Buyer MICHAEL D'ETTORRE

Phone#

Fax#

Agency ( ) SHORR,JOHNSON,MAGNUS

1831 CHESTNUT ST. #602

PHILADELPHIA, PA 19103

Agency C/P1/P2/E //30S

Flight Dates 09/12/2012 - 09/17/2012

Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Books NOV12  
Demos RA35+